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Marketing Activities

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GIVE US THIS DAY. . .**By Eloise English**

Children are proud.

At a small country school in North Carolina, the teacher noticed that one little lad never ate with the other children. As soon as the bell rang he would pick up his lunch pail, wander off to one corner of the schoolyard, and sit there in quiet seclusion until the lunch hour was over. Not long after, the teacher found the answer to the riddle. The lunch pail was empty. The child chose to ostracize himself rather than let his classmates know that his "folks" couldn't or wouldn't fix him a lunch.

Not that he needed to worry. An investigation by the teacher showed that there were others whose lunch pails were almost as empty as his. Even the more fortunate among them spread out a variety of foods that could by no stretch of the imagination be called an adequate diet -- cold potatoes, sodden sandwiches, biscuits smeared with lard, ears of dry corn . . .

The teacher had spunk. She enlisted the aid of the county welfare agent and the two of them talked turkey to a group of civic-minded farmers. A Community School Lunch Program was organized. Today the pupils get milk, hot soup, and healthful fruits and vegetables for lunch. Young bodies are filling out and sickness is declining.

Millions of Undernourished

It's hard to believe--in a country as rich as this--that several million undernourished children are starting back to school this month. But it's true; and not all of them come from poverty-stricken homes. Parents who can afford plenty of wholesome food don't always realize that a growing child needs three full meals a day. Sometimes they send the kids off to school with a jam or jelly sandwich. Or maybe mother furnishes lunch money, leaving it up to the youngsters as to whether that money will be spent for a bowl of vegetable soup and milk or for a hot dog and a soft drink. This year, with many mothers working in offices and factories, it's going to be more of a problem than ever to see that the children get balanced meals.

The Community School Lunch Program will help. This Nation-wide campaign for better nutrition is swinging into action on many fronts this fall--in large cities, in small towns, in rural areas. Last year 6,200,000 children were fed in 93,000 schools--a record to be proud of--but it is a record that will be broken this year. At long last, thanks to draft board statistics that show how much health means to national safety, the welfare of growing school children is becoming an important wartime "must."

Uncle Sam the Grocer

Back of the School Lunch Program stands Uncle Sam himself, acting through his largest food purchasing agency, the Agricultural Marketing Administration. The AMA supplies free groceries for a good part of the lunches, buying the foods that farmers produce in seasonal abundance. Thus the School Lunch Program, in addition to improving the health of growing children, is doing a whole lot to prevent the periodic gluts that frequently disorganize the markets.

This year schools all over the country are slated to receive evaporated milk, fresh and dried fruits, wheat cereal, wheat flour, and dry edible beans from the AMA. There will be plentiful supplies of all these. It seems reasonably certain now that there will also be milk and cheese, potatoes, eggs, and processed fruits and vegetables for Nation-wide distribution. With the AMA buying for our allies, some foods that can't be shipped abroad immediately may be re-routed to school lunchrooms. It is important to remember that AMA commodities will be donated to any lunch program serving children who are unable to pay the cost of their meals, or who would benefit nutritionally from the lunches.

But Uncle Sam can't operate the Community School Lunch Program alone. He must work with community groups--with local sponsors. And there are almost as many different groups willing to act as sponsors as there are programs in operation. In one Middle Western town the Boiler-makers' Union provides free lunches at one school and the Junior League at another. A Parent-Teachers Association, the Rotary Club, the Salvation Army, or the Community Chest may be behind the program.

Full responsibility for setting up and maintaining a School Lunch Program rests upon the sponsor's shoulders. It's up to the sponsor to obtain whatever is needed in the way of equipment, to supply the extra groceries needed to round out Uncle Sam's donations into well-balanced meals, and to find the cooks to make the broth. That's a big order, but sponsors seem to have a way of rising to the occasion.

Everybody Helps

Sometimes the men and boys in the neighborhood get out saw, hammer, and paintbrush and convert a gloomy basement storeroom into a cheerful lunchroom, or a tiny cloakroom into a kitchen. Children often bring their own dishes, bowls, and spoons, but they may be collected by a "kitchen shower," or bought with money raised by a school play. Food not supplied by the AMA is either contributed by parents who grow it on the farm, bought with cash donations, or grown in the school garden. This year with "Victory Gardens" sprouting everywhere, the latter is proving more popular than ever before.

Lunch programs are financed in more ways than you can shake a stick at. Pie suppers and church bazaars are popular in many communities.

Sometimes a small county tax solves the problem. In one western town the proceeds from a slot machine concession provide free lunches for the kiddies--a rare instance of the "one-armed bandits" turning out to be philanthropists in disguise.

WPA cooks and kitchen help are employed in many town and city school lunchrooms. In rural districts, however, mothers are more likely to take turns with the cooking, and in many a two-room schoolhouse the teacher does it herself with the aid of the children. The youngsters enjoy helping out and it is good training for them. One little girl from Spearhead, S. Dak., wrote to the AMA in all sincerity, "My teacher is good to me. She lets me do the dishes and help with the cooking."

So far as is known, no teacher or sponsor has ever regretted the work which serving school lunches entails. They find their reward in watching the children gain weight, and seeing their cheeks grow pinker and their eyes brighter. Almost all of the youngsters gain from 3 to 15 pounds when they first start eating hot lunches. Their aptitude and vitality improve too. Says one little third grader: "It gives me more engery to play after I eat." And her teacher agrees with her. The teacher writes, "The children used to settle down and become quieter late in the afternoon, but now their pep is 100 percent at 4 o'clock. Woe is me!"

A Nonprofit Enterprise

A school lunchroom receiving AMA foods must not be operated for a profit, but if children can afford to pay for their meals they do so. The cost ranges from 3 cents to 12 cents, with the average at 6 cents. Care is always taken, however, not to distinguish between paying customers and those who receive the meals free. Money contributions accepted from parents are sent directly to teachers or sponsors-- not brought to school by the youngsters. In larger schools, where tickets are issued for lunches, all tickets must be identical. Often not even the children themselves know who pays and who doesn't. The School Lunch Program is as democratic as the public school system itself.

The wide variation in the program from school to school extends even to the very term "school lunch," which means different things to different children. Ideally, it is a complete meal, with one warm main dish, fruits or vegetables, bread, butter, milk, and a simple dessert. But some schools are equipped to serve only fresh fruits, milk, or a bowl of soup to supplement lunches brought from home. That's a good start, anyway.

A few communities have found it possible and desirable to furnish school breakfasts, as well as lunches, to the neediest children. When mothers leave home early for work, this is especially helpful. In Richmond, Va., one teacher serves 45 breakfasts made up almost entirely of AMA commodities, with the addition of a little sugar for the cereal.

The School Lunch Program undoubtedly helps children to form good eating habits. In eating, as in everything else, children want to do as their playmates do, even if it means cultivating a taste for spinach or stewed prunes. Mothers gratefully report that eating habits formed at school carry over into the home.

No Thanks for Fish

Teachers strive hard to see that table manners improve in school lunchrooms. Little Charlie startled the lunchroom at one Massachusetts school, when, upon being asked to say grace, he announced stubbornly that "he wasn't going to thank God nor nobody for fish." But after a few weeks had passed, Charlie was eating his fish chowder with the others--and thanking God for it, too.

There is a feeling of comradeship that comes with sharing a meal every day. An intangible quality this--and not easily evaluated--but it may mean a great deal in the development of a small child's personality. It's surprising how shy some children are at first about eating in public. But they soon outgrow their embarrassment and begin looking forward to lunch as a time for fun.

One little fourth grader in an Indiana school expresses his liking for the comradeship of school lunches in bad but sincere poetry.

"I like school lunches,
Because we eat in bunches.
My favorite is something
Cooked in a pot.
And if it's soup
It's always hot.
I like peach cobbler
As well as a gobbler
And when I take my seat
I just can't wait to eat.
I always have a hunch
I'm going to like my lunch."

The most valuable feature of the School Lunch Program is the dividend it will pay in years to come. Some day these millions of growing girls and boys will be the leaders of this country of ours. Just as we are preparing them mentally, through education, for the job ahead, so must we prepare them physically, through better nutrition. Sound, alert minds and strong, healthy bodies--what other heritage can we leave them that is half as precious?

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The scrap metal situation is serious. Every citizen is urged to "get in the scrap by getting in the scrap."

THE FOODS REQUIREMENTS COMMITTEE
CONTROLS PRODUCTION AND ALLOCATION

The Foods Requirements Committee, created by the Chairman of the War Production Board June 5, 1942, is vested with control over production and allocation of all civilian and military food supplies and may be regarded as the central food authority of the United States. It is composed of representatives of nine Government agencies, and centralizes the functions of those agencies as they relate to the total wartime food production supply, allocation, rationing, and importing. It is designed to direct and handle the food problem in close relation to the other complicated problems raised by the war production effort.

Not only does the Committee determine the civilian, military, and foreign food requirements, but it also has authority to step up or limit the domestic production of foods as well as the importation of foods and agricultural material from which foods are derived. Basically, its function is to bring about the best possible integration of all phases of the food program of this country. It coordinates information and plans and programs of the various agencies represented in its membership, but it does not itself undertake to do any work that can appropriately be done by individual agencies. Its decisions are final, subject only to the overall direction and approval of the War Production Board.

Nine Agencies Represented

Nine Government agencies are represented on the Food Requirements Committee. Chairman is Claude R. Wickard, Secretary of Agriculture. The representatives of the other agencies are State Department, L. S. Stinebower; War Department, Brig. Gen. Carl A. Hardigg; Navy Department, Rear Admiral W. B. Young; Board of Economic Warfare, W. B. Parker; Office of Lend-Lease Administration, Dr. John Orchard; WPB Division of Civilian Supply, Roland S. Vaile; WPB Division of Industry Operations, Douglas C. Townson; WPB Materials Division, T. L. Daniels; and Office of Price Administration, A. C. Hoffman.

In charting its decisions on food, the Committee receives estimates and programs from agencies representing the users of food such as the Army, the Navy, the Office of Lend-Lease Administration, and the Combined Food Board of the United States and the United Kingdom. The Committee balances this information against data from agencies representing the food producers such as the Department of Agriculture. Then the Committee makes a final decision on the quantity and kinds of foods to be produced and allocated both from the standpoint of their availability and the material and equipment necessary to produce, process, transport, and store them.

The Chairman of the Foods Requirements Committee determines the allocation of the available supply of foods among United States civilians, the Army and Navy, foreign users by countries, other governmental food uses, and general purpose stock piles.

KEEPING LIVESTOCK HEALTHY THEME
OF 1942 YEARBOOK OF AGRICULTURE

"Keeping Livestock Healthy," the 1942 Yearbook of Agriculture, is a guide to animal health at a time the country is needing and asking for the utmost in the way of efficient production on the farm. This year it is as much a patriotic duty to "keep 'em healthy" as it is to "keep 'em flying."

The object of the 1942 Yearbook is not to make a veterinarian of every farmer, but to enable him to recognize a disease quickly when it strikes. Most animal diseases and parasites are discussed--from equine encephalomyelitis, the sleeping sickness that may afflict Old Dobbin, to Ctenocephalides canis, the energetic flea that sets Rover to digging his ribs. Each article describes the disease or bug in plain language, and offers practical suggestions for prevention and cure--suggestions that can be followed by the farmer.

This may be the last Yearbook issued by the U. S. Department of Agriculture. If so, it is indeed worthy to stand at the end of a fine series.

"Keeping Livestock Healthy" can be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., at a cost of \$1.75 cents a copy.

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USDA STARTS MOVING WORKERS FOR
HARVESTING OF VITAL FARM CROPS

On September 4, almost 150 workers boarded trains at Danville, Va., for the apple and peach orchards of Western New York. They were taken to Erie County and housed during their employment in that territory at Farm Security's migratory labor camp at Farnham.

This was the start of a program--jointly administered by the U. S. Employment Service and the Farm Security Administration--aimed at supplying workers for farmers who are short of labor for the harvesting of their vital food crops.

Under the program, the first of its kind in the Nation's history, the U. S. Employment Service receives growers' requests for workers and does the recruiting. If the workers have to be brought in from a distance beyond 200 miles, the Farm Security Administration arranges for their transportation, their meals en route to the work area, their housing, and, if necessary, their medical attention. Farm Security arranges for the workers' return transportation when their work agreements have been carried out. The growers agree to pay \$5 a head as their share of the transportation costs.

A BOOM IN FEATHERS

. . . . By H. L. Shrader

Extension Service

One of agriculture's small but vigorous offshoots--the feather industry--is looking around and liking what it sees. For one thing, the armed forces are showing an avid interest in every waterfowl feather in the country. But what really excites the feather merchants is the prospect of moving a large volume of lowly chicken feathers into consumption at fair prices. So the larger poultry killing plants are oiling up their feather machinery, and a few are even installing new equipment.

Operations will get under way in a few weeks when millions of chickens, in full plumage, will start moving by rail and truck to the great consuming markets. En route to their destination these Plymouth Rocks, Leghorns, Rhode Island Reds, and birds of other breeds will be taken to large commercial poultry establishments where they will be killed and plucked. Chief by-product of this operation will be feathers, about 13 million pounds of which will be saved for feathers as such. Collections from kosher poultry slaughter and city butcher shops will bring the total to about 15 million pounds.

Feathers in the Rough

These feathers, right after they are pulled from the chickens' backs, are an evil-looking mess--wet, dirty, and bloody. But the poultry plants, at least the large ones, are able to handle that situation. They dump the feathers into a special washing machine and turn on the current. The feathers come out with most of the dirt removed, and, after drying, they are stuffed in bags or bales and are ready to be sold to the feather processor.

In the hands of the processor, the feathers are given the works. They are washed with chemicals, steamed, and dried; they are disinfected; they are sorted; they are even "curled." When everything has been done that needs to be done, the feathers are ready to be stuffed into upholstery or bed pillows. And the way it looks now, chicken feathers are just about all that will be used in upholstery and pillows for civilians. Duck and goose feathers--what the trade calls waterfowl feathers--are "out" for the duration.

Prior to 1939, we imported about 3 million pounds of waterfowl feathers a year, mainly from Hungary, Poland, and China. But the war cut off the imported supply and we have had to get along with what we could produce here at home--about a million pounds or so. Now we are in the war ourselves and the armed forces need feathers badly--particularly soft waterfowl feathers. To make sure that this need will be met, the War Production Board, through Conservation Order M-102, has ruled that the manufacturer who uses soft waterfowl feathers must have a permit for furnishing the finished items to Government contractors.

Sleeping Bags

One of the more important items is sleeping bags, which are designed for use by soldiers in Arctic climates. The bags are sewed in such a way as to make tufts or pockets, which are filled with down. Soldiers spread the sleeping bags on a tarpaulin or on the snow and climb into them "raw." Such is the insulating quality of the down that a soldier is perfectly comfortable even when the temperature drops as low as 40 degrees below zero. Yet the bag is light and is carried as part of the soldier's regular equipment.

The armed forces are also in the market for the coarser duck and goose feathers. These, because they are soft and have plenty of "spring," will be used in hospital pillows for wounded and sick soldiers. Chicken feathers won't do as well; they are basically flat and tend to lump up under the hard treatment they receive in a hospital.

This restriction of waterfowl feathers to certain uses of the armed forces leaves a wide gap to be filled by chicken feathers. Millions of pounds will be required for stuffing pillows--most of them for use in barracks or on board ship. And other millions of pounds will be needed by the upholstery trade.

Feather merchants aren't saying much about it, but they are hoping that the Army will be able to use feathers in its camouflage operations. As any hunter will testify, especially if he has been startled by the sudden flight of a covey of quail, feathers are one of Nature's best forms of camouflage. White feathers from chickens, if plastered thickly on netting, would make an almost perfect concealment for guns on a snow-covered terrain. And red feathers would make an empty field look like a red tile roof.

The Demand Puzzle

Imponderables like this have the feather industry on the spot, in a way. The price of feathers at the packing plant has been as low as a cent a pound--hardly enough to pay for the bother of handling them. But in recent months prices have been around five cents a pound. That is a different story and that is why the industry is gearing itself to handle about 15 million pounds of chicken feathers this fall. Whether that volume is too much or not enough is a question the feather trade would like to have answered--and it is a question that is hard to answer.

One thing is sure: Even with demand what it is today, it doesn't appear economically wise to expand production too much. Any increase in demand that might come later could easily be met by utilizing the feathers produced in the smaller dressing plants. In Washington, D. C., for example, an estimated total of 3,600,000 chickens are consumed annually. The feathers from these birds total about 450,000 pounds--and are removed in about a dozen different establishments. If prices rose high enough in

USDA ANNOUNCES '42
RICE LOAN PROGRAM

Loans on the 1942 rice crop at 85 percent of parity were announced recently by the U. S. Department of Agriculture. The program is designed to aid the orderly marketing of this year's record rice crop which is needed for military, Lend-Lease, and domestic civilian requirements.

The loan rates for all varieties, grades, and milling qualities of rice will average about \$1.05 a bushel, which represents 85 percent of parity as of August 1, the beginning of the crop marketing year. This rate is comparable to \$3.78 a barrel, or \$2.33 per hundredweight. Premiums and discounts for grade and milling quality will be made. In California, loan values at local stations will be determined on the basis of San Francisco terminal market rate less transportation. In the South, no location differentials have been used, since all producing areas are in close proximity to mills.

Mechanics of the 1942 program are essentially the same as for 1941. Loans will be made by the Commodity Credit Corporation and the program will be administered in the field by the county AAA committees in a manner similar to that used in the corn, wheat, barley, and rye loan programs.

The 1942 production of rice in the United States was indicated August 1 at 74,335,000 bushels, compared with 54,028,000 bushels produced in 1941, and an average of 45,673,000 bushels produced during the 10 years, 1930-39.

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AMA TO BUY PACKED DRIED
APPLES AT CEILING PRICES

Packed dried apples for Lend-Lease shipment will be purchased by the Agricultural Marketing Administration at the new ceiling prices for Government purchases established recently by the Office of Price Administration.

The new ceilings, on the basis of packed dried apples, f.o.b., in 25-lb. or 50-lb. wooden boxes, are: Eastern States--21 cents per pound for U. S. Grades A and B, and 19.5 cents for U. S. Grade C. In the Western States prices are 19 cents for U. S. Grades A and B, and 17.5 cents for U. S. Grade C.

In announcing that it would pay the ceiling prices for packed dried apples, the AMA revised its previous support price for West Coast natural condition dried apples to \$310 a ton. This will maintain proper relationship between producer and packer pieces. The entire pack of dried apples have been reserved for Government purchase.

THERE'S NO SHORTAGE OF TURKEYS

. . . . By Jim Roe

Is your grocer "fresh out" of pork chops and steaks? Hams scarce? Roasts ditto? Ask him if he has any turkey. Chances are he has, for an army of turkeys nearly 34 million strong is marching into the fall season to see what it can do in the way of defeating this meat shortage.

Drumstick-and-white-meat production is up this year, and would have been even higher if a combination of circumstances hadn't ganged up on the turkey raisers. Back in February, producers intended to raise all of 8 percent more turkeys than last year. But cold, wet weather, and floods during the spring months, especially in the Midwest, brought low fertility of the eggs, and disease and exposure took an unusually heavy toll of poults -- young turkeys to you. Labor to handle the poults was hard to get, of course; feed was high; and in some instances brooding space was lacking. All these troubles reduced poult purchases, and even caused some producers to go out of the turkey business.

Despite all these troubles, the turkey crop this year is only very slightly below the record production in 1940 and a little larger than the number produced in 1941. If you are interested in the actual figures, here they are: 1942 crop, 33,786,000; 1941 crop, 33,415,000; and the 1940 crop (the record), 34,224,000 turkeys.

Higher Prices

When the marketing season rolls around, every turkey producer in the country will wish he had more to sell, for prices are going to be higher than last year. Young turkeys of the 1942 crop already have been marketed from some localities at prices averaging much higher than a year ago. Wholesale prices of dressed tom turkeys at New York early in September were 36 percent higher than a year earlier, and dressed hens were up 33 percent. Live hens had moved up 41 percent. At Chicago dressed old toms were up 50 percent from last year and dressed old hens were 37 percent higher. That gives you an idea of what to expect when you go shopping.

Turkeys are expected to go to market earlier than usual this year, and that will help tide meat-hungry citizens over the hump until beef and pork marketings begin to pick up. Over 54 percent of the crop is expected to move in November or earlier, compared with only about 48 percent during that period last year.

There are three reasons for this early movement. First and foremost is the higher price. That's a big incentive for sending the turkeys to market now, rather than for holding them and investing more money in additional feed. Second, the hatching season was a little early in some areas last spring, and many of the poults got a week or two earlier start than usual. Finally, killing plants and cold storage warehouses are

likely to be crowded later in the season, and that is reason enough for getting turkeys to market early.

Throughout the fall and winter there should be an ample supply of turkeys. Cold storage stocks from last year's crop are rather scarce, but a few are left. What the storage picture will be by next September is anyone's guess, but if the meat shortage continues it is a good bet that cold storage stocks of turkeys will be pretty well cleaned up by next spring, leaving little or no carry-over as a shock absorber for next fall's demand.

The Regional Situation

Getting back to the present, here's about the way the production picture looks by regions:

The South Atlantic States (Del., Md., Va., W. Va., N. C., S. C., Ga., and Fla.) gave this year's turkey production its biggest shot in the arm by reporting a 12 percent increase—a record crop for the area. That's 11 percent more turkeys than in the previous record year of 1940. The weather in this section was favorable, but heavier-than-usual death losses have resulted from crowding and its companion disease, blackhead.

An increase of 8 percent puts the North Atlantic States (Me., N. H., Vt., Mass., R. I., Conn., N. Y., N. J., and Pa.) in second place for gains. Growing conditions were about normal in this area.

Next in line, with an increase of 6 percent, are the East North Central States (Ohio, Ind., Ill., Mich., and Wis.). These five States would have done even better if the twin troubles of poor fertility and death losses from a cold, wet spring hadn't interfered.

The South Central States (Ky., Tenn., Ala., Miss., Ark., La., Okla., and Tex.) are holding about at previous levels, though they did intend to show a 9 percent increase. Those plans were changed in Kentucky, Alabama, and Louisiana by cold, wet weather and its attendant diseases and heavy death losses. In Tennessee and Texas the weather was favorable and losses were not heavy, though predatory animals took a larger toll than usual in Texas.

The turkey crop in the West (Mont., Idaho, Wyo., Colo., N. Mex., Ariz., Utah, Nev., Wash., Oreg., and Calif.) is also about the same as last year. California reports a decrease of 11 percent, and because farmers in that State alone raise about a third of all the turkeys produced in the area, that loss offset increases in the surrounding States. Labor was scarce in some California areas, so many growers went out of business and followed their hired hands into war plants. A cold backward spring delayed the hatching season in some Rocky Mountain States.

About a third of the Nation's total turkey crop is raised in the West North Central States (Minn., Iowa, Mo., N. Dak., S. Dak., Nebr., and

Kans.) but Nature conspired against producers in this area to such an extent that a 2 percent drop in production is reported. The same old story of cold, wet weather during the hatching and brooding season explains part of the decrease. Labor was scarce, the price of poults were high, and fewer orders and more cancellations of existing orders was the result. The chicken crop underwent a big increase in some sections and the turkey poults were crowded to make room for them. Death losses mounted.

In spite of it all, there will be large supplies of the Holiday Bird. Other meat may become scarce, but we can eat turkey for awhile.

--V--

APPLES BEING PURCHASED TO FEED SCHOOL CHILDREN

Apples are being purchased by the Agricultural Marketing Administration to obtain supplies for use in the School Lunch Programs. Purchases are being concentrated largely on U. S. No. 1 grade dessert varieties of commercial importance, $2\frac{1}{4}$ " to $2\frac{1}{2}$ " size, at an opening price of \$1.25 per packed bushel, f.o.b. cars or trucks.

Purchases are made principally from growers, associations of growers and their agents, at prices subject to change in accordance with market conditions. As in previous buying programs, State and local grower committees allocate among growers the quantity to be purchased in their State or district.

Purchases are confined mainly to those areas that encounter exceptionally adverse marketing conditions due to loss of export markets, restricted transportation facilities, and other wartime factors. AMA officials emphasize, however, that increased domestic demand should provide sufficient outlets for the crop in most areas.

School Lunch Programs will require mature apples of varieties suitable for eating out of hand. As fall and early winter varieties appear plentiful this year in some of the eastern producing areas, an effort will be made to utilize as much of this fruit as possible while it is being harvested.

Large quantities of fresh apples were eaten last year by the more than 6 million children, in 93,000 schools, who participated in the School Lunch Programs. With a limited supply of container materials available for processed foods, fresh apples are due to play an even more important part this year. By eating more fruits and vegetables in fresh form, children--like all other consumers--can release more of the processed foods that are needed by our soldiers and allies.

The 1942 commercial apple crop is estimated at 126,131,000 bushels--which compares with 122,059,000 bushels produced in 1941, and the 1930-39 average of 123,798,000 bushels.

AMA ESTABLISHES REGIONAL OFFICES IN SEVEN CITIES

Seven regional offices have been established by the Agricultural Marketing Administration to handle greatly increased wartime activities. The new offices are at New York, Atlanta, Chicago, Des Moines, Dallas, Denver, and San Francisco. Regional administrators assumed duties on September 1.

A large part of AMA's work is carried on in the States and the trend has been swinging more and more in that direction since the United States entered the war. Field activities include food purchases for the United Nations; distribution programs such as the Food Stamp Plan, School Lunch Program, and School Milk Program; the Nation-wide market news service; the grading, inspection, and classification services; and various types of regulatory work, such as is done under the Packers and Stockyards Act, the Commodity Exchange Act, and the Marketing Agreements Act. One of the big jobs of the regional administrators will be to integrate these activities so that the wartime food distribution job can be carried on more effectively.

The seven regional administrators and the regions and headquarters for each follow:

Buell F. Maben, Northeast Region--Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, and West Virginia. Headquarters: New York City.

Col. James H. Palmer, Southern Region--Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, and Mississippi. Headquarters: Atlanta.

E. O. Pollock, Great Lakes Region--Illinois, Indiana, Wisconsin, Michigan, and Ohio. Headquarters: Chicago.

J. S. Russell, Midwest Region--North Dakota, South Dakota, Nebraska, Kansas, Missouri, Iowa, and Minnesota. Headquarters: Des Moines. (Mr. Russell, who is taking leave of absence from the Des Moines Register, will assume his post on September 24.)

E. O. Mather, Rocky Mountain Region--New Mexico, Utah, Colorado, Wyoming, Montana, and Idaho. Headquarters: Denver.

Merritt A. Clevenger, Pacific Coast Region--Washington, Oregon, California, Nevada, Arizona, Hawaii, and Alaska. Headquarters: San Francisco.

Lester J. Cappleman, Southwest Region--Arkansas, Louisiana, Oklahoma, and Texas. Headquarters: Dallas.

GRADE LABELING-- IN EASY LESSONS

. . . . BY Paul M. Williams

Manufacturers who turn out a fine product generally want people to know about it. And canners whose plants are operating under the continuous inspection of the U. S. Department of Agriculture are no exception to this rule. To carry the story of grade labeling to consumers, they have set up the U. S. Inspected Foods Educational Service, with headquarters at 745 Fifth Ave., New York City. Polly Gade is director.

The grade labeling story the educational service tells is very simple and revolves around the old question many housewives try to answer when they buy canned foods: How can I get the best canned food for the money I spend? It isn't an easy question, and the labels on the cans generally aren't of much help. On one shelf is the "Super Duper" and the "Unexcelled" brands. On the next shelf down, the "Special Extra" and the "Ultra Ultra" brands scream for recognition. So the housewife takes a chance; she picks up a can of "Super Duper" and hopes she has guessed right.

Grade Labeling Helps

But she needn't buy this way--not if she buys grade-labeled foods. The designation "U. S. Grade A (Fancy)" on a can of fruits or vegetables means that the food is literally fit for a king. "U. S. Grade B (Extra Standard)" fruits or vegetables are of excellent quality but may not be so uniform in color, size, and tenderness as Grade A. "U. S. Grade C (Standard)" fruits or vegetables are good, wholesome, and nutritious and have a definite use in the average home.

See how this simplifies the housewife's buying problem? She doesn't have to wonder which can contains the highest quality. There it is on the label--Grade A. But if she doesn't want or can't afford Grade A, there are Grade B and Grade C. Prices are based on quality and she can buy the grade that suits her pocketbook.

The "U. S." on the grade label means a lot, too. It means that U. S. Department of Agriculture inspectors were on the job during each step of the canning process from the time the raw products were unloaded at the plant until the food was placed in the can. It means that the plant was operated under the rigid rules of sanitation of the U. S. Department of Agriculture. Other requirements have also been met by the packer so that the U. S. Department of Agriculture, is willing to certify that U. S. Grade A, U. S. Grade B, or U. S. Grade C are exactly that.

This service is relatively new. It began as an experiment in 1939, when a plant in northern Michigan agreed to serve as guinea pig. In 1940 the plan was introduced in 5 other plants. Today 58 plants are operating under the continuous inspection service and there are a considerable

number awaiting approval. Not all plants are approved by any means; many are turned down.

Last January, canners whose plants were operating under continuous inspection decided that the time had come to tell the world about the service. They organized the U. S. Inspected Food Educational Service, which has already started to function. Any canner of fruits and vegetables is eligible for membership if approved by the Agricultural Marketing Administration of the U. S. Department of Agriculture for the continuous inspection service.

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GOOD EGG MARKETING PRACTICES HELP TO INCREASE PRODUCTION

Farmers can help their hens produce all the eggs needed in 1942 by following the best marketing practices. U. S. Department of Agriculture experts point out that many losses result from the improper handling and marketing of eggs and could be avoided by small extra effort on the part of the producer. Production of infertile eggs, keeping nests clean, collecting eggs at least three times daily, cooling them properly, packing in clean containers, and marketing frequently are fundamental practices that producers are urged to follow to keep farm losses at a minimum.

With at least one out of every seven eggs produced in 1942 destined for drying and with demand the greatest in history, it is imperative that every egg be made to count, experts declare. Requirements for 1942 will exceed 4 billion dozen and in 1943 at least as many and probably more will be needed.

Aside from our own growing domestic needs and the requirements of our armed forces, Lend-Lease purchases made by the Agricultural Marketing Administration from January 1 through July 31 this year included about 176 million pounds of dried eggs and 468,000 cases of shell eggs, representing more than 540 million cases or about one-sixth of the total quantity produced in the first seven months of 1942.

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The Crop Reporting Board estimates the 1942 cranberry crop at 756,400 barrels--larger than for any year since 1926, with the exception of 1937 when the record crop of 887,300 barrels was produced. This indicated production, based on prospects as of August 20, is 4 percent larger than last season's (1941) output of 725,200 barrels, and 25 percent above the 10-year (1930-39) average of 603,680 barrels. Indicated production is larger than last season in all commercial States except Massachusetts. Production in that State will be large (19 percent above average), but 2 percent smaller than the 1941 crop.

THE MILK PUZZLE

. . . .By Maurice D. Atkin

Dairy farmers have learned that war means constant adjustment to changing conditions. In recent months they have seen total milk production rise to record levels. They have seen a big proportion of that milk converted into manufactured dairy products --cheese, evaporated milk, and dry skim milk--for shipment to our allies. They have seen the emphasis shift from evaporated milk production to cheese and dry skim milk production through the impetus of price changes. They have seen these separate moves, but the whole program has remained something of a puzzle to many.

The first piece of the puzzle fell into place on April 29, 1941, when Secretary of Agriculture Wickard said, "A moderate increase in milk production primarily for manufacturing purposes is needed as insurance that United States farmers can meet fully all possible requirements both in this country and other democracies." So a national goal of 125 billion pounds of milk was set for 1942--more milk than the dairymen of any country had ever produced in a single year.

Demand Increases

There was no doubt about the need for increased milk production. Rising income indices showed that consumer demand for dairy products in the United States was on the upgrade, and an expanding military force was an additional drain on our supply. On top of that, Great Britain had asked us to furnish, under the Lend-Lease Act, 250 million pounds of cheese, 22 million cases of evaporated milk, and 200 million pounds of dry skim milk.

To stimulate the diversion of raw milk into these products, the Agricultural Marketing Administration revised its schedule of prices. On June 11, 1941, the AMA bought evaporated milk for \$3.15 a case. On June 17 it bought cheese on the basis of 21-1/2 cents a pound. At these prices, manufacturers of evaporated milk and cheese could compete with other users of milk for supplies of the raw product.

But an increase in prices was not enough; more processing facilities were needed. On December 22, 1941, the Department of Agriculture announced that it was prepared to help cooperatives obtain priorities and would even provide financing where facilities needed to be expanded. Privately owned plants were also offered help in obtaining priorities and certificates of necessity.

Financial assistance to cooperatives followed a rather complicated plan. The Bank for Cooperatives of the Farm Credit Administration made loans to cooperatives to install new equipment. Upon completion, the facilities were purchased by the Department of Agriculture with Lend-Lease

Despite the need for spray process powder and a favorable differential of 1-1/2 cents in AMA's paying price, offers of roller process powder continued to be large. At the same time, production of butter continued to be low, largely because farmers could get more money for their milk when they sold other than to creameries.

Price Needle Brought Out Again

The price needle was brought out again. On July 21, 1942, the Department of Agriculture announced that 92-score butter would be supported at 39 cents per pound, Chicago basis, and that American cheese, U. S. No. 1, would be supported at 21 cents per pound, Wisconsin Cheese Exchange basis. This was done so that a continued high rate of dairy production would be maintained. It was also announced that the AMA would buy spray process dry skim milk powder at 14 cents per pound, but that only 11-1/2 cents per pound would be paid for roller process powder. As present commercial contracts for the delivery of spray process powder are completed, the proportion of spray to roller offered to the Government are expected to show decided changes.

Through June evaporated milk purchases under the expanded purchase program totaled slightly more than 41 million cases, of which about 15 million cases were delivered to the United Nations. Purchases of American cheese totaled 385 million pounds, of which 224 million pounds were delivered. Of the total 209 million pounds of dry skim milk purchased, about 52 million pounds had been delivered.

With the delivery of dairy products to our allies, all of the pieces of the puzzle fall into their proper place. And it really isn't a difficult puzzle. It's simply a matter of producing the proper commodities in the proper quantities to help win the war.

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HANG YOUR CLOTHES ON A HICKORY LIMB

Because the manufacture of wire coat hangers has been stopped to conserve steel, Price Administrator Leon Henderson announced August 20 that dry cleaners and laundries may require a reasonable deposit--from one to five cents--to insure the return of such hangers used in delivering finished garments. An exception occurs when a customer furnishes his own hanger.

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The ODT took some more rubber out of rubbernecking August 21 by abolishing for-hire sightseeing service by any motor vehicle using rubber tires. Up in Boston, horse-drawn carriages between 50 and 75 years old have been brought out to cope with the situation.

APPLE RIPENING PROCESS DESCRIBED BY SCIENTIST

With the main apple harvesting season just ahead, it is well to know when to pick, says D. F. Fisher, U. S. Department of Agriculture horticulturist. Apples picked at just the right degree of maturity helps growers increase the proportion of tempting fruit--the kind the public wants.

When an apple is ready to pick it can be separated from the spur without breaking the stem by lifting it in the hand with or without a slight rotating motion. Careless picking sometimes results in breaking the fruit spur of the tree, which cuts down the growing surface and reduces succeeding crops, or in pulling out the stem of the fruit, which opens the way for decay, Fisher points out.

As most varieties of apples become mature, the ground color changes from green to a lighter shade and eventually to yellowish. With most varieties the time to pick is when the first signs of yellowing begin to appear.

Approaching maturity, the apple continues to increase in size but loses acidity and increases in sweetness. Carbohydrates are largely in the form of starch, which is almost all converted into sugar as the fruit ripens. Ripening may occur either before or after harvest, and is marked by softening and an increase in juiciness and aroma.

An apple left on the tree too long becomes soft, tasteless, and mealy. Mealiness is caused when pectic materials finally dissolve out of the cell walls, permitting the cells to separate easily. What remains at the end is an apple in the last stages of senility, entirely unsuitable for market and undesirable for either culinary or dessert use. Therefore, while it is essential to allow the fruit to mature before harvest in order to develop the last quality, the ripening for the most part should occur after harvest to insure good storage and market quality.

In some cases, Mr. Fisher explained, apples may start to drop from the tree before they are mature. Recently there has been increasing use of so-called hormone sprays, such as naphthalen acetic acid, to reduce pre-harvest drop. Where this spray has been used to toughen the apple's hold to the tree, the ease of separation from the spur is eliminated as an indication of maturity. However, as a result of this treatment, the fruit can be retained on the tree longer to become more nearly mature and ripe before harvest.

Although the time to pick most varieties of apples is when the ground color begins to change to yellow, Mr. Fisher says, this is not always true with some varieties--Golden Grimes, Jonathan, and Yellow Newton--and with red bud sports developed in recent years.

FEED WHEAT TO BE SUPPLIED
TO ANY COUNTY IN THE U. S.

Feed wheat will be supplied to any county in the United States either directly by the Commodity Credit Corporation or through the customary channels of trade. And any producer may have wheat delivered to him at his customary shipping point upon proper certification that he will use it for feeding livestock or poultry.

If a producer desires to purchase his feed wheat at some delivery point outside his immediate community, he may do so by obtaining proper approval and identification from his county AAA committee. Producers trucking livestock or produce to a more distant market may find it advantageous to bring back feed wheat on the return trip.

Local dealers and processors may distribute feed wheat either as whole wheat or mixed feed in their customary trade area.

Large distributors and large processors will be required to designate the areas they propose to serve and a nominal feed wheat price will be established for the point at which the CCC makes delivery. Such distributors and processors will be permitted to file claim for a refund if the county feed wheat price at final point of delivery is less than their feed wheat cost plus appropriate transportation cost.

Any producer or local dealer may obtain prices and other information regarding the feed wheat program by consulting his county AAA committee or through the Regional Offices of the Commodity Credit Corporation at Chicago, Kansas City, Minneapolis, or Portland, Oreg.

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USDA SCHOOLS TO TEACH
METHODS TO FOOD DEHYDRATORS

In the interest of improved and increased dehydration of vegetables to supply war needs, the U. S. Department of Agriculture is planning two schools for training commercial dehydrators in the better practices recently developed in the Department's research laboratories. The program is jointly sponsored by the Agricultural Research Administration and the Agricultural Marketing Administration.

The schools, under supervision of the Bureau of Agricultural Chemistry and Engineering, will be at the Department's Western Regional Research Laboratory, Albany, Calif., and at a large commercial canning plant at Rochester, N. Y. The courses to be given are intended for plant operating personnel of existing commercial dehydrating plants, or of canning or other plants that may be changed over and equipped for dehydration work. Attendance at the schools is by invitation from the U. S. D. A.

APPLES JOIN RANKS OF VICTORY FOOD SPECIALS

Fresh apples will be a Victory Food Special nationally during the period September 17 through September 26. Requested by the National Apple Institute, an organization representing the country's apple growers, the drive will focus consumer attention on the abundance of apples in season.

While different producing areas have local favorites, the more important commercial varieties of apples on markets in September include McIntosh and Wealthy in the New England States and New York; Grimes Golden and Jonathan in the States south of New England and New York and east of the Mississippi River; and Jonathan in the States west of the Mississippi River. These varieties of apples are at their best during the fall months.

Fresh apples will again be featured as a Victory Food Special during the period October 22 through October 31. At that time merchandising emphasis will be on the winter varieties that will be in abundant supply.

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FARM PRODUCT PRICES UP 32 POINTS FROM YEAR AGO

Increases in prices received by farmers in local markets for meat animals, livestock products, tobacco, and truck crops lifted the general level of farm prices 9 points during the month ended August 15. Grain prices held steady during the month, while fruit and cotton prices declined. At 163 percent of the pre-World War I level, the general index was 32 points higher than a year ago. The index of prices paid, interest, and taxes was unchanged from July 15 to August 15, and the prices received-prices paid ratio (parity) rose to 107, compared with 101 in July.

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The Department of Agriculture has requested farmers of the Nation to give consideration to the election of farm women as well as men to county community committees to administer the AAA farm program next year. The Department also announced that AAA's articles of association are being amended to permit farm wives as well as women farming in their own name to vote in the committeemen's elections and to hold office.

Fred S. Wallace, Chief of the Agricultural Adjustment Agency, stated that the growing shortage of manpower on farms is certain to make the administration of the AAA program difficult in 1943. "Throughout the Nation women are filling highly skilled positions formerly held by men now in the service. I am sure that many farm women are not less capable," Wallace said.

-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request from the Agricultural Marketing Administration:

The Meat Emergency (Address) . . . By Roy F. Hendrickson

The Emergency Food Job (Address) . . . By Roy F. Hendrickson

Buying Food for War Needs (Address) . . . By C. W. Kitchen

Cottonseed: Marketing Spreads between Price Received by Farmers and Value of Products at Crushing Mills. . . By Kathryn Parr and Richard O. Been

Movements of Butter and Eggs into Retail Channels at Chicago.
. . . By L. M. Davis

Report of Progress in Wool Shrinkage Research during 1941 . .
. By Warner M. Buck and George C. LeCompte

Effects of Artificially Drying Seed Cotton on Certain Quality Elements of Cotton in Storage . . . By Ralph A. Rusca and Francis L. Gerdes

Developments in Cotton Standardization and Related Services
(S.R.A.--A.M.A. 163)

Stocks of Leaf Tobacco Owned by Dealers and Manufacturers
(July 1, 1942)

More Milk for More Children

Community School Lunches

On the Home Front with AMA Food Programs

List of Stockyards within the Jurisdiction of the Packers and Stockyards Act

AMA 1942 Reports (list of informational material issued by AMA)

Check List of Standards for Farm Products Formulated by the Agricultural Marketing Administration

Market Summaries, 1942 Season:

North Carolina Peaches

Arkansas Peaches

Illinois Peaches

